

COMMUNICATIONS SPECIALIST

FLSA Code: E

Job Code: 1007

GENERAL DEFINITION AND CONDITIONS OF WORK:

Performs intermediate paraprofessional work in executing details of information programs, including issuing information to news media, assisting in the editing of publications, and providing a full range of public information plus citizen, media and community relations programs. Work is performed under the supervision of the Communications Director.

This is light work requiring the exertion of up to 20 pounds of force occasionally, up to 10 pounds of force frequently, and a negligible amount of force frequently or constantly to move objects; work requires reaching, fingering, grasping, feeling, and repetitive motions; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; visual acuity is required for preparing and analyzing written or computer data, operation of machines, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker is not subject to adverse environmental conditions.

ESSENTIAL FUNCTIONS/TYPICAL TASKS:

Works with the Communications Director to coordinate media relations; prepare news releases, prepare media kits, speech materials, calendars, brochures and informational documents; coordinating special events.

Gathers, writes and edits for news releases, public service announcements, speeches, articles, award submissions, proclamations and responses to citizens upon request;

Writes and edits media products, including press releases, annual reports, speeches, brochures, and articles for internal and external newsletters;

Prepares information brochures for citizens and employees including city annual report, services guide and calendar;

Coordinates, promotes, and implements City events, community outreach programs, and internal workshops and speaker's bureaus;

Maintaining budget and administrative records and receipts for the Communications Office;

Performs research on special projects as assigned by the Communications Director;

Participates in various activities or committees as assigned;

Develops and maintains Internet and Intranet web site content;

Manages the production of the City's external newsletter;

Assists with the coordination and implementation of events, the production of various television programs for Cable Channel 38, and photography assignments;

Performs related tasks as required.

REQUIREMENTS/EDUCATION/EXPERIENCE:

Graduation from an accredited community college with a degree in public relations, communications, journalism, or related field and considerable experience preferably in the public sector or with a local government; demonstrated success in writing, editing and presentation techniques of city programs, policies, and structure; demonstrated ability to develop promotional copy and perform technical editorial work, write public information reports and releases; work closely at all levels with various citizens, committees, and staff members and to establish and maintain effective working relationships with associates; excellent interpersonal and communication skills; good research and organization skills.. An equivalent combination of training and experience may be considered.

This is a class description and not an individualized job specification. The class description defines the general character and scope of duties, responsibilities, and requirements of all positions in one job classification, but is not all-inclusive. Duties, responsibilities and requirements may be added, deleted or changed at any time at the discretion of management.